

THE PREPARED MIND™

www.thepreparedmind.net

The specialist risk, reputation
and crisis management consultancy



Corporates,
Charities & Councils

*"It's not the crisis but the way you handle the crisis that gets you in the end."*¹

A crisis threatens your organisation's reputation and interests. It can be caused by internal or external events. Leakage of sensitive information, dishonesty, negligence and many other causes can contribute.

A poor or slow response will magnify the initial effect. And misperceptions can put you in the firing line without it even being your fault.

That crises happen is not a surprise. Rather, it is their nature and timing that catches organisations unawares. Crises and the events that cause them can therefore be termed "predictable surprises".

Further information

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THE PREPARED MIND™
From Concern to Confidence

Predictable surprises

Heading off a crisis needs The Prepared Mind™. Once acquired, The Prepared Mind™ enables you to minimise risk, protect your profile and stay out of trouble. It stops an everyday problem from becoming a crisis. In short, you can anticipate and prepare for "predictable surprises" - and even prevent their happening.

To support this, an independent review revealed that 84% of managers say that having a plan helps reduce business disruption. Yet only 27% have such a plan in place². This is a dangerous omission.

To remedy this, we provide The Prepared Mind™ plans. They have earned many accolades - for example, our plans are described as "better than the market leader" by a former manager at Control Risks Group.

SEVEN QUESTIONS you should be asking:

1. One in three companies has a major crisis every five years³. Are we prepared for ours? Do we have a plan?
2. If we do have a crisis or business continuity plan, has it been independently checked and stress-tested?
3. Can we quickly manage negative press and social media?
4. Have our leaders at all levels adopted the notion of accountability?
5. Do we empower our employees to do the right thing - even if it is not explicitly in their remit?
6. Have we built trust and mutual respect sufficient to ensure the rapid escalation of concerns?
7. Do our compliance and risk officers contribute in a valued way to decision making?

¹ Katie Perrior - Times newspaper 17 Feb '18 - re Oxfam crisis

² <https://www.london.gov.uk/about-us/organisations-we-work/london-prepared/preparing-your-business>

³ https://media.irmagazine.com/library/crisis_communications_report_june_2012.pdf

How we help with the answers

We provide briefings, workshops, crisis preparedness plans and other assistance in a bespoke and non-intrusive way.

Our three-step process includes:

1. IDENTIFY AND REVIEW

- Scan your horizons for predictable surprises
- Understand your organisation's potential vulnerabilities
- Identify gaps in your procedures and thinking
- Create scenario workshops to test the 'battle readiness' of your team
- Make recommendations

2. REMEDY

- Devise plans and procedures to ensure all contingencies are covered and your organisation stays safe
- Ensure procedures are understood and embedded
- Provide comprehensive Risk Registers and risk assessments with mitigations
- Enable your team to work in a timely, mutually-supporting way and with initiative

3. ACT

- Manage incidents and provide personal support
- Cover the practical and the reputational
- Follow up, review, monitor

The Prepared Mind™ team

We are here to support you. We build robust defences against unwelcome events. We have years of experience making difficult decisions in stressful situations and in challenging jurisdictions. We have held senior positions in the corporate world, in banking, PR, security, the Foreign Office and the SAS - where particular value is placed on trust, initiative and the effective handling of risk.

Our deep network of trusted global contacts in the healthcare, security, cyber, PR, financial, counselling and diplomatic communities continues to be invaluable in resolving tricky issues.

What our clients say

"The most comprehensive policy document on risk that I've seen."

Alex Martin - Director, Atkis Strategy Ltd.

"In a short space of time we examined and improved the plan against a well thought through and challenging scenario and managed to embed the thought process for dealing with such incidents within our senior team."

Bill Moore CBE - CEO The Portman Estate

"John Deverell worked with senior management to instil a culture of 'the Prepared Mind'. He met Dematic's needs to our complete satisfaction. I strongly recommend him."

Ulf Henriksson - CEO Dematic Group

"An absolutely brilliant performance by the finest senior strategic mind I have ever encountered."

Lt. General Dayton - Security Coordinator for US Secretaries of State Rice and Clinton

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*'Fortune
favours the
prepared
mind.'*

LOUIS PASTEUR

